

Subject: MEDIA ALERT - Press conference in Little Tokyo tomorrow
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To: Little Tokyo Business Association

MEDIA ALERT! GOLF MEETS ART AS LITTLE TOKYO TEES UP

What: *Little Tokyo Open* is a pop-up, nine-hole miniature golf course that transforms open space in Downtown Los Angeles into a play area. Each hole is a work of art designed by local artists and providing a unique experience. Best of all: Kids age 3-12 play for free!

Who: This project was made possible by the Dr. Pepper Snapple Group and is presented by the Little Tokyo Business Association in partnership with JACCC and Sustainable Little Tokyo.

When: Saturday, April 21, 9:30 a.m. – Press Conference and Opening Ceremony

Where: Japanese American Cultural & Community Center, 244 S. San Pedro St., Little Tokyo

Parking: Joe's Parking, 350 E. 2nd Street. \$10 flat rate all day;
Aiso Parking, 101 N. Judge John Aiso St. (1-1/2 blocks north of venue), \$1/hour for first two hours, max \$14.
Some metered street parking is also available.

Press Conference Schedule

9:30 a.m. – M.C. intros Mike Okamoto, President, Little Tokyo Business Association
9:31 a.m. – Welcome (Mike Okamoto)
9:34 a.m. – Brief Project Overview (Scott Oshima, JACCC Lead Community Organizer)
9:37 a.m. – **Gina Mordeaux, Director of State Government Affairs, Dr. Pepper Snapple**
9:40 a.m. – Commissioner Thien Ho, L.A. Dept. of Cultural Affairs, representing Mayor Garcetti
9:43 a.m. – **California State Assemblymember Miguel Santiago**, 53rd District
9:46 a.m. – Danny Kwong, speaking on behalf of the artists
9:49 a.m. – Introduction of special guests.
9:50 a.m. – Opportunity for individual interviews and photos.
10:00 a.m. – Media reps and VIPs invited to be play on this one-of-a-kind golf course.
11:00 a.m. – Open Play begins for general public.

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